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UNIVERSAL EXPOSITION

SAN FRANCISCO

1915

CELEBRATING THE OPENING OF THE
PANAMA CANAL

RULES AND REGULATIONS

OF THE

DIVISION OF EXHIBITS

GOVERNING THE
LOCATION, INSTALLATION AND MAINTENANCE
OF EXHIBITS

NEW ISSUE
APRIL 1914

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Rules and Regulations Governing the Space Occupied by Exhibitors and the Installation and Maintenance of Exhibits.

1.—APPLICATION FOR SPACE.

There is no charge for exhibit space. No exhibitor is allowed to sublet any of the space allotted to him.

Applications for space must be made in writing on forms which will be furnished upon application to the Director of Exhibits.

Each application should state the width and breadth of the space desired, as a guide in alloting space, and the exhibitor should, after sending in his application, work out, to a scale of ¼ inch per foot. (a) a floor plan showing how his exhibit is to be arranged and of what the exhibit is composed. (b) a front elevation and such perspective views as may be necessary to give a clear idea of the platforms, cases, signs, and schemes of color and decoration proposed, to the end that the ensemble of exhibits when the installation is complete, may present a generally harmonious and impressive effect.

2.—FLOORING OF EXHIBIT SPACES.

In the same group of exhibits in any Department, platforms should be of the same height, 4¾ inches above the surface of the floor. The floor space of an exhibit should be laid level, and may be covered with carpets, linoleum, parquetry flooring, etc.; as may be approved by the Chief of the Department.

The Chief of any Department may authorize the entire omission of platforms in groups of exhibits, which, in his opinion, would be more appropriately installed without them.

The main floor of each Exhibit Palace will be of 2-inch planking, and the aisle floors will be of dressed flooring laid directly on this planking.

3.—DESIGNS OF BOOTHS.

Exhibitors will be permitted to construct booths and facades of their own design on their exhibit spaces, provided these do not obstruct the light of adjacent exhibits. The cornice line of such structures is fixed at a uniform height of 15 feet on the accompanying construction diagram, but ornamental parts and special fixtures may be raised to a greater height, with the approval of the Chief of the Department.

4.—COLUMNS OF BUILDINGS.

All columns or other portions of the Exhibit Palace standing within the space of an exhibitor or marking its outline or standing in the adjacent aisle must be decorated or treated in harmony with the booth or other decoration of the exhibit space.

5.—CONSTRUCTION LEVELS.

All prominent features of exhibit booth construction must be in general harmony with their surroundings in height and design. The following construction levels measured from the main floor have been adopted for the guidance of exhibitors in the design of booths and in the fitting up of exhibit spaces:

Platforms (when used)	4¾ inches
Base line of show cases	10 inches
Table tops	30 inches
Tops of railings	36 inches
Tops of table show cases	42 inches
Height of glass for standing show cases	8 ft. 3 inches
Tops of standing show cases	9 feet
Lower member of cornice of booths, and lower edges of large signs, etc.	12 feet
Cornice line of high show cases, booths, and tops of large signs	15 feet
Cornice of second story booths and other structures showing two stories	28 feet

The accompanying diagram of construction levels will show details.

6.—RAILINGS.

Railings around exhibit spaces must be of uniform height as shown by the diagram. Railings, when used along aisles, must be placed within the floor space of the exhibit. Between exhibits the railings jointly built by exhibitors may be placed on the line separating the exhibit spaces.

All machinery in motion must be surrounded by substantial railings to prevent injury to visitors.

7.—COUNTERS AND TABLES.

Counters and tables shall be of the heights designated, except that in the Department of Horticulture they may be 3 feet in height for the display of fruits.

The Department of Mines and Metallurgy will fix the size and type of cases and cabinets for the display of geological specimens and minerals.

8.—SIGNS.

Signs, which may be of wood, metal or glass, shall be moderate in size and neat in design, conforming in general with the sizes, and placed at the heights shown on the construction diagram.

No exhibit sign may project over the aisle spaces and none must be so placed as to mar the general effect.

Signs must be supported by suitable columns from the floor and in no case from the roof of the building. The Chief of the Department may authorize their support from the main columns of the building, with the approval of the Division of Works. Signs over an exhibit must be reasonably restricted in number. If the exhibitor desires, the name of the agent may be incorporated on a suitable sign within the exhibit.

After the jury has conferred an award, the fact may be indicated in a suitable way by a sign placed in the exhibit space.

9.—PARTITIONS.

Partitions between exhibits should be avoided as much as possible, and where a partition is used it should be, if possible, shared by both exhibitors occupying the adjacent spaces. In some cases it may be advisable that a partition which extends up to an aisle, be not more than 3 feet high for a distance of 6 feet from the aisle.

10.—OBJECTIONABLE STRUCTURES.

No exhibitor shall be permitted to erect any structure, or any part of an exhibit or appurtenance, which will injuriously affect the Exposition, or the rights of any other exhibitor.

11.—OPENINGS CUT IN FLOOR.

The installation of heavy articles, requiring special foundations, may begin as soon as the construction of the building will permit, but no openings may be cut in the floor of the building without a permit from the Director of Works obtained through the Chief of the Department. Application for this permit must indicate the design of special foundation which may be required.

The connections with sewer, gas, water, electric, and other mains, will be made according to the rules issued by the Director of Works.

12.—FABRICS USED IN EXHIBIT SPACES.

Silk signs and silk flags may be used.

13.—PERMITS TO ERECT BOOTHS.

When the plans of an exibitor for booths, or other structures, on an exhibit space have been recommended by the Chief of the Department, and approved by the Director of Exhibits, a permit will be issued specifying exactly the space to be occupied by the exhibitor and authorizing the exhibitor, or his agent, to proceed with the construction necessary for the installation of the exhibit.

No construction may be begun, nor any material change made, upon any exhibit space except under the authority of such a permit.

14.—TRANSPORTATION OF EXHIBITS.

Shipping tags and labels will be furnished by the various Departments of the Division of Exhibits. They should be filled out according to the printed instructions thereon and attached to exhibits when ready for consignment. By **prepaying freight charges,** and sending original bill of lading (or, in the case of foreign shipments, the required shipping documents), together with notice of shipment properly filled out, to the Director of Exhibits, Panama-Pacific International Exposition, San Francisco, Cal., U. S. A., the exhibitor is relieved of all further attention to the transportation of his shipment, and it will be delivered at his exhibit space in the building to which it belongs on the Exposition Grounds. The Traffic Manager of the Exposition will furnish all necessary information relative to the transportation of exhibits.

15.—TRANSPORTATION CHARGES.

A published tariff of terminal charges is issued by the Traffic Manager of the Exposition for the information of exhibitors. This schedule will give the terminal charge for handling freight at San Francisco, and includes all ferrying, hauling and other handling necessary to move the shipment from the station, or dock, of the line which brings it to San Francisco, to the space allotted to the exhibitor.

16.—LOCAL HANDLING OF EXHIBITS.

The Exposition Traffic Manager's rules will make provision whereby exhibits originating in San Francisco may be transported to exhibit spaces by other means than through the Traffic Manager facilities.

17.—UNPACKING OF EXHIBITS.

The exhibitor must unpack and install his exhibit; and at the end of the Exposition must repack it, ready for turning over to the Traffic Manager at his exhibit space, for return shipment.

When exhibits are unpacked, empty cases must be promptly removed and conveyed to a place of storage, and shall not be used within the exhibit space. For economy of space, small cases may be enclosed in larger cases, and it will save much time and expense in repacking exhibits if packing cases are put together with screws instead of nails.

18.—HOURS OF OPENING AND CLOSING.

The main Exhibit Palaces will be opened to visitors at 9 a. m. each day except Sunday, and will close at sunset, except that the Art Palace will at stated times remain open after sunset. The Exposition may be open to exhibitors and their employees, who will have special tickets for their use, at 8 a. m., and they will be permitted to remain in the Exhibit Palaces for one hour after the hour of sunset, at which time all persons, except guards and special watchmen, will be required to leave the buildings.

19.—CLEANING OF EXHIBIT SPACES.

Exhibitors must have spaces cleaned within one hour after the close of the building at night. Sweepings and rubbish must be placed in the aisles, from which it will be removed by the Exposition janitor force. When a space is swept at any other time than above indicated, the sweepings must not be put into the aisles until the next regular period of cleaning. If an exhibitor neglects to care for his exhibit properly it will be cleaned by the Exposition janitor force, and the cost will be charged to the exhibitor. It is particularly required that exhibit spaces be properly cleaned at the hours specified by regulations.

20.—OBSTRUCTION OF AISLES. Lunches.

Exhibitors and their employees must not obstruct aisles or passage ways in any way during the hours when the Exhibit Palaces are open, nor may meals or lunches be eaten in the exhibit spaces or in any part of the building not designed for that purpose.

21.—FIRES AND LIGHTS.

No fires shall be permitted in exhibit spaces, nor any lights other than those furnished by arrangement with the Exposition.

22.—MATERIAL FOR ACTIVE EXHIBITS.

Special permits must be obtained through the Chief of the Department, which will provide for bringing in raw material required by an exhibitor in illustrating any process of manufacture and for the removal of the product and the débris.

23.—PHOTOGRAPHS OF EXHIBITS.

All photographs relating to exhibits and their manufacture (not included in Photography Group No. 33 of the Department of Liberal Arts) may be shown in the Various Exhibit Palaces in portfolios, in cabinets, or upon walls or screens suitable for such displays. Photographs mounted on cards 22 x 28 inches will make a uniform display. Photographic exhibits may be framed.

Photographs of Exposition Buildings or of any part of the Exposition Grounds cannot be exhibited without authority of the Director of Concessions and Admissions.

24.—WATCHMEN.

Exposition guards will be employed about the grounds for the protection of life and property, but exhibitors may employ special watchmen to protect their exhibits. Any watchmen so employed must be approved by the Chief of the Department, and regularly appointed by the officer having charge of the watchman force.

25.—SPECIAL PROTECTION OF EXHIBITS.

For protection from dust, possible leaks, and any other cause, exhibitors may cover and protect their exhibits with coverings in any way they may see fit, during the hours when the Exhibit Palaces are closed.

26.—POWER, LIGHT, GAS, ETC.

Exhibitors requiring electric current for light, or power, gas, water, steam, or compressed air, must furnish connections to the nearest mains of the Exposition, subject to the Rules and Regulations of the Division of Works.

Gas, electric current, and water will be supplied in any part of the Grounds. Steam will be supplied only in and immediately adjacent to the Gas and Fuels Building just east of Machinery Palace; and compressed air will be supplied in the Machinery, Mines and Transportation Palaces. Means of supplying steam for cooking or for moderate power, must be made by special arrangement.

27.—MACHINERY IN MOTION.

Exhibitors of machinery should arrange, whenever possible, to show machinery in motion and, if practicable, performing the function for which it was designated. Motor current will be furnished at special rates as an inducement to having machinery in motion.

Machines in motion must not be located nearer than 3 feet to any aisle or passage accessable to the public, and must be suitably protected by railings to prevent possible injury to any visitor. Exhibits in motion or processes shown must not create noise, dust, or objectionable odors.

28.—FLOOR LOADS.

The floors of the Transportation and Machinery Palaces are designed for a load of 200 lbs. per square foot; those of the Liberal Arts and Mines Palaces for a load of 150 lbs. per square foot. The floors of the other Exhibit Palaces are designed for a load of 100 lbs. per square foot, except that the floor of the Horticultural Building is on the ground. Tracks of ample strength in the Transportation Palace are provided for railway exhibits.

29.—EXHIBITORS' AGENTS.

It will be considered that any person found in charge of an exhibit is the agent of the exhibitor, and is responsible in the absence of the exhibitor for carrying out, fully and promptly, any rules or orders of the Exposition Management.

30.—ADMISSIONS.

Exhibitors and their employees will be admitted to the Exposition Grounds only on presentation of their identification permits at the gates designated. These permits are issued by the Division of Concessions and Admissions only on written request of the Director of Exhibits or of the Chiefs of Exhibit Departments.

31.—DISTRIBUTION OF ADVERTISING MATTER.

Advertising matter or circulars must not be distributed in an Exhibit Palace save such as are sanctioned by the Chief of the Department. No exhibitor shall distribute advertising matter except from his own exhibit space, and then without annoyance to visitors. The distribution of advertising matter will not be permitted either from the aisles or from the entrance to the Exhibit Palaces.

32.—OTHER USES OF SPACE PROHIBITED.

No exhibitor will be permitted to place on exhibition, to offer for sale, to give as premiums, or to advertise any article not manufactured or regularly sold under his own name, except by special written consent of the Chief of the Department. No sale privilege will be permitted without the exhibitor having first made a contract therefor with the Director of Concessions and Admissions.

33.—MUSICAL AND OTHER SOUND-PRODUCING EXHIBITS.

Exhibits of sound-producing instruments and devices must be demonstrated in sound-proof rooms, similar to those installed in high-class piano and talking machine stores.

34.—EXPLOITATION OF EXHIBITS.

Exhibits are not to be conducted or operated in such a way as to be a nuisance or annoyance to visitors, or to other exhibitors.

Exhibitors, or their agents or employees, will not be permitted to make derogatory remarks or criticisms in a public way of another's exhibit.

Exploitation of exhibits, or of articles for sale within the Exhibit Palace, shall not be made above an ordinary tone of voice.

Noise-making and other objectionable souvenirs may not be given away or used, and the distribution of circulars, souvenirs, etc., shall not be made at the entrance of an Exhibit Palace or in its aisles.

The Exposition authorities reserve the right to suppress any objectionable exhibit or feature thereof, and to eject from the grounds any exhibitor, or exhibitors' agent or employee who may make himself manifestly objectionable to the Exposition management, to other exhibitors, or to visitors. This rule applies to the intervals before, during, and after the Exposition period.

35.—REMOVAL OF PACKAGES.

Upon the application of an exhibitor or his agent at the office of the Chief of the Department, a permit will be issued for the removal of packages belonging to the exhibitor, his agent or employees. Packages will not be permitted to be taken through the gates without this permit.

36—REMOVAL OF EXHIBITS.

No exhibit shall be removed in whole or part, during the Exposition period, without the recommendation of the Chief of the Department, and the written consent of the Director of Exhibits.

Immediately after the close of the Exposition, exhibitors shall remove their exhibits and the construction installed in connection therewith, such removal to be completed before March 15, 1916. Any exhibit or material not removed on or before April 1, 1916, will be considered as having been abandoned by the exhibitor and will be subject to removal at the cost of the exhibitor, or to such disposition by the Exposition authorities as may be deemed advisable.

37.—SALE OF EXHIBITS.

Exhibits may be sold to be delivered at the close of the Exposition. Orders may be taken at any time, to be filled from stock outside of the Exposition Grounds. If exhibitors wish to sell articles for delivery from their exhibit spaces during the Exposition period, arrangement must be made, approved by the Chief of the Department, with the Director of Exhibits and the Director of Concessions and Admissions. Articles for sale under this arrangement may be manufactured on the exhibit space by exhibits in operation.

Intending exhibitors must first become accepted exhibitors by receiving allotment of space from the Chief of the Department before being granted a selling privilege.

Special regulations apply to the sale of articles imported into the United States; such regulations are shaped in accord with general or special Federal laws governing foreign exhibits.

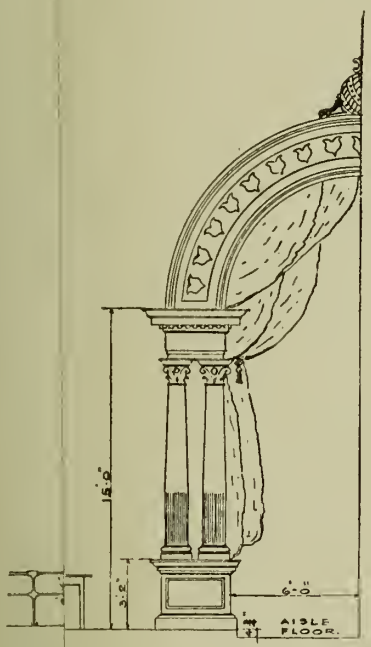
38.—AUTHORITY OF THE CHIEF OF THE DEPARTMENT.

Under the Rules and Regulations of the Exposition the Chiefs of the Exhibit Departments may, with the approval of the Director of Exhibits, promulgate special Rules and Regulations governing the more minute details of the operation of the Exhibit Departments. The Chiefs of the Exhibit Departments are, therefore, in authority over the Exhibit Palaces and over the grounds on which the Exhibits of their various Departments are located, and their rulings shall govern in all matters connected therewith. An exhibitor may make an appeal in writing to the Director of Exhibits against the ruling of a Chief of an Exhibit Department, but while such an appeal is pending the ruling of a Chief of the Department will govern.

39.—MORE DETAILED INFORMATION.

Further details of information will be cheerfully given to Exhibitors upon application.

For particulars regarding the selling of articles special Rules and Regulations are issued by the Director of Concessions and Admissions. For all matters pertaining to the supply of water, electrical current, gas, steam, compressed air, sewer connection, etc., and for erecting special buildings on the grounds, Rules and Regulations are issued by the Director of Works. Information for exhibitors relating to shipments of exhibits, terminal rates, etc., is covered by a pamphlet issued by the Traffic Manager of the Exposition.



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ITS BUILDINGS.

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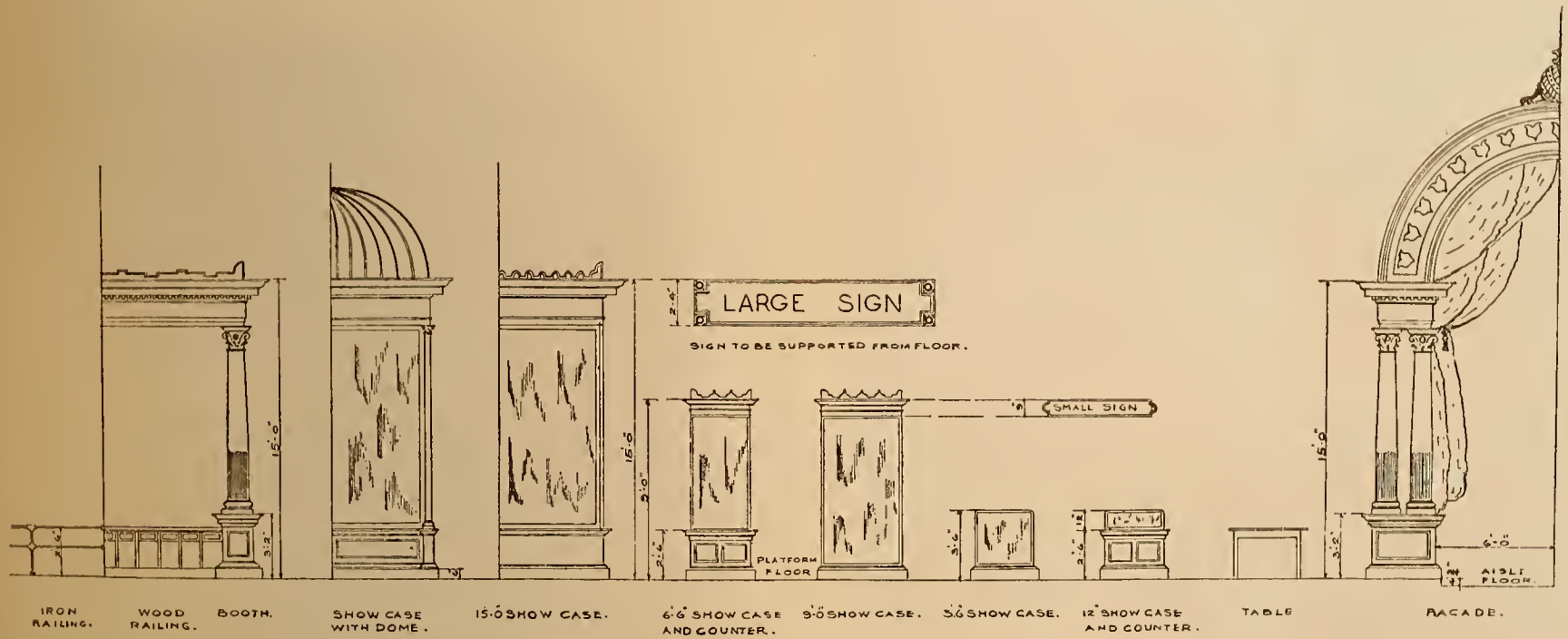

ALL PLATFORMS MUST HAVE A UNIFORM HEIGHT OF 4¾" ABOVE MAIN FLOOR.

CONSTRUCTION LEVELS FOR EXHIBITS BUILDINGS.

ADOPTED BY THE DIVISION OF EXHIBITS.

PANAMA-PACIFIC INTERNATIONAL EXPOSITION.

SAN FRANCISCO CAL.